

C1 preparing a publication that includes a feature article that incorporates within the feature article the collected information [incorporated within other non-product information attractive to customers] and that also specifically references a brand of the product;

including [one or more] as part of the publication a coupon[s] for the brand of the product [in the publication] for enabling a customer[s] to purchase the product at a discount; and

displaying the publication for appropriation by customers at the store.

---

C2 4. (Amended) The method of claim 1 further comprising the step of [im]printing on the publication a color scheme associated with the store.

---

C3 10. (Amended) The method of claim 1 wherein the product is a food and the [information] feature article includes a recipe[s] which lists the product as an ingredient.

---

17. (New) A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

C4 preparing a publication that includes the collected information incorporated within other non-product information attractive to customers and that also specifically references a brand of the product;

including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and

displaying the publication for appropriation by customers in proximity to the product carried in the store and referenced in the article.

---

#### REMARKS

This preliminary amendment is submitted in connection with the filing of a CPA of U.S. Patent Application Serial No. 08/813,852. After the entering of this preliminary amendment, claims 1, 4, 10 and 17 will be pending(of which claims 1, 4 and 10 have been amended and claim 17 is new), the remaining claims having been cancelled without disclaimer or prejudice. Typographical errors in the specification have been corrected.